

OVERLAND HELPS SUBURBAN DEALER

Business Man Explains How
Much He Owes to His Ever
Ready Motor Car.

At a recent gathering of dealers in suburban homes property it was unanimously agreed that the automobile has been one of the most important factors in the sensational development of that class of business during the last few years. No longer does the real estate salesman have to spend hours of argument in convincing the prospective purchaser that the trip from his downtown office to his future home in the suburbs will not occupy too much of his time. The long street car or train ride is an objection which is now almost obsolete, it was stated.

"In my city," said one of the dealers, "most of our suburban property is being taken up by those who have owned homes in the more congested portions of the town. A few years ago that type of buyer represented a most difficult problem. As the downtown property had increased in value, taxes and upkeep had eaten up practically all of his capital, and in too many cases there was a mortgage attached to his home which kept him huddled to meet the interest charges. We would show him where he could buy a suburban home at much less than the cost of his city home and then would argue the merits of the long ride back and forth from the office. At that time automobiles were so expensive that even the mention of them to a buyer with limited means was out of the question."

Today, however, it is not a difficult task to show the future suburban home owner that by disposing of his downtown home and purchasing on the outskirts of the city he will have at least six or seven hundred dollars balance which, if invested properly, will obtain for him an automobile fully equipped and capable of getting him down to his office in less time than when he lived in the city proper. Only the other day I was trying to sell a client who made the remark that he would buy in a minute if he owned an automobile like the one which I drive. It happens to be a Model 75B Overland. I immediately explained to him that if he bought the home I was trying to sell him he would be clearing close to \$1,000 and that if he chose to do so he could invest less than \$100 of it and get himself a Model 75B Overland absolutely fully equipped.

"I then pointed out to him the pleasure advantages of owning a car. From the standpoint of his wife and children as well as its economical and time saving features. Of course I sold him the lot. Today that man lives in a very attractive bungalow. It is all paid for and furthermore he is the owner of an automobile which answers all requirements as far as comfort, beauty and speed are concerned.

"I'm strong for that automobile, especially the small light car like the Overland. It's a real asset from the dealer's standpoint as well as from the owner's. If you want to get a buyer sore just get him on a street car and make him ride an hour or two before he reaches your subdivision. When he finally reaches his destination he is certainly in no frame of mind for buying. On the other hand, take him out in an easy riding car, over well paved streets, and you will find him so enthused over the exhilarating ride that he reaches your property in the most ideal frame of mind for buying."

NEW FRANKLIN FEATURES.

1917 Car May Be Seen in Circle Building.

Success which comes from concentrating every effort of a large and efficient manufacturing organization upon one article is exemplified in the announcement of the new Franklin car.

Discussing the new line, Glenn A. Tisdale, the Franklin agent in the Circle Building, says:

"Production will be continued along the same general line. As in the past, there will be but one chassis. New bodies, meeting various practical needs, have been developed, including a four passenger roadster, town car and sedan and brougham with V fronts. The new Franklin hood contributes much to the effectiveness of these designs.

"Recognizing the relation between weight and operating expense, the Franklin company has reduced the weight of its car 400 pounds, with strength and passenger size remaining the same. The weight of Series 9 car is 2,280 pounds, fully equipped.

"The riding comfort of an automobile is determined by a combination of elements. The weight below the springs is an important factor. The latest Franklin is considerably lighter in these parts, including axles, wheels and tires.

"The balance of the car—the weight on the front axle compared with that on the rear—also has a lot to do with the comfort of passengers and ease of operation."

"It is in betterment along these lines among other things on which the Franklin company contends its Series 9 car shows marked advancement in regard to safety and comfort."

Page Has "Submarine Car."

Unusual ingenuity was exercised in planning the "submarine" body on a chassis, now being shown at "A Place in the Sun" at Columbus Circle, where the marine made cars have their New York home. The coachwork was built under the direction of J. C. Page, New York manager for the Carl H. Page Motors Company, who designed it for Mr. Page's personal use.

Gets New Title



William L. Colt.

An announcement which has caused a great deal of interest in Eastern motor circles is that which has just been made by the Carl H. Page Motors Company of Indianapolis telling of the appointment of William L. Colt, of the Colt-Stratton Company of this city and one of the best known automobile men in the East as Eastern district sales manager of the prominent Indianapolis motor car manufacturing concern.

Mr. Colt will still retain the presidency of the Colt-Stratton Company, which since the inception of the Cole company has acted as distributors of Cole cars in New York and surrounding territory. Capt. Harry Stratton, who has been associated with Mr. Colt in conducting the concern, will now assume the duties of general manager.

Of Course We'll Take a Ride



This Overland coupe is one of the new cars of pleasing design and great utility.

1917 APPERSONS TO BE ROADPLANES

In Touring and Chummy
Roadster Bodies They At-
tract Much Attention.

The secret is out. Following a mysterious advance announcement, Apperson Bros. Automobile Company of Kokomo, Ind., are sending out a notice that the line for 1917 will be known as the "Apperson Roadplane" and will consist of six and eight cylinder models.

What is the Apperson roadplane? Let Mr. Apperson answer the question: "It is a beautiful mechanism, a complete mechanical harmony, in which friction has been reduced to an absolute minimum; in which light weight has been incorporated; in which the chassis has been so balanced as to distribute the weight absolutely equal. (The Apperson is one of the few cars in the country in which the transmission case is placed amidships.) It is a piece of mechanism so perfected, so attuned that it glides along the road with so little mechanical effort and with such perfect ease as to give passengers the feeling of air support. The roadplane fairly skims along, so light and free is it on its shoes."

The motor sizes used in both models follow the practice of 1916 cars, as do the general principles of design, but mechanical refinements throughout make a much quieter and more powerful motor. The new six motor is an in-line, L head type, developing 48 horse-power. Light weight with maximum strength characterizes the construction. The crankshafts are hollow and the central portion takes care of oiling the pistons, with connecting rod bearings from a positive pressure feed system of lubrication.

A dual system of ignition, distributor and storage battery and a two unit, six volt starting and lighting system constitute the electrical equipment. A tubular shaft is used between two universals, all of which drives between a three speed gear set and a demountable floating type of rear axle.

The light eight motor is constructed in blocks of four with L head cylinders; the development is 58 horse-power with a maximum of 65. Springs on both models are semi-elliptic in the front and three-quarter elliptic in the rear. Both the six and the eight touring cars weigh about 3,000 pounds and the roadsters are under that weight.

The design, finish and equipment of the bodies are "luxurious" and thoroughly well planned. Upholstery is of genuine Turkish type leather, the backs being made from a single hide. Even the backs of the seats themselves are covered with genuine leather.

The chummy car, a four passenger roadster of Apperson design, achieved fame in a single day. This unique and wonderfully popular car was first built by them and is protected by patent No. 48395, issued by the United States Government to Elmer Apperson, president and general manager of the company.

The bodies are painted in mouse gray or Apperson special green or blue, with metal parts or nickel, according to the individual taste of the customer.

Both chassis are offered in seven passenger touring cars and four passenger roadsters. The sizes sell at \$1,750 and the eights at \$2,000. These cars may be seen at the Dimond-Apperson Company, Broadway at Sixty-first street.

HARE IS PACKARD MANAGER.

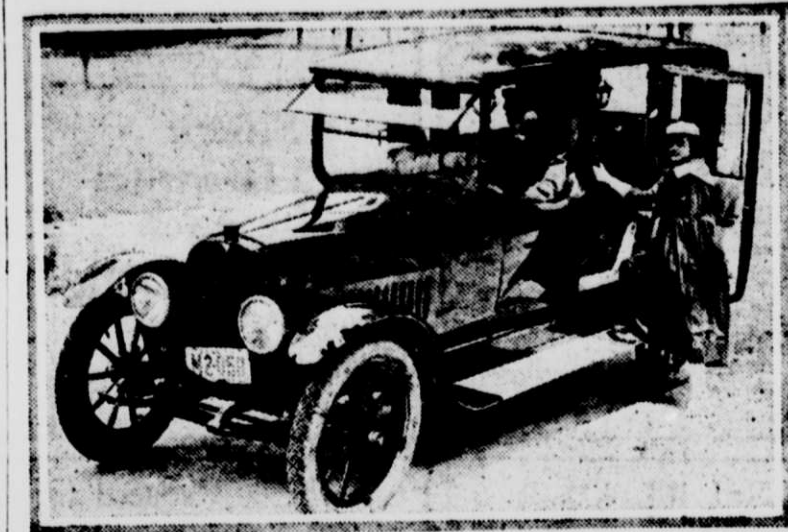
After Conspectious Service in Philadelphia He Comes Here.

Emlen S. Hare is the new manager of the Packard Motor Car Company of New York. In taking over the executive duties in this important territory he succeeds Edwin B. Jackson, who resigned to accept an attractive offer from the Willys-Overland Company.

Although comparatively new in the country of the Packard organization, Mr. Hare is well equipped to assume the responsibilities relinquished by Mr. Jackson. He was formerly vice-president of the Commercial Truck Company of America.

His success in handling big business for the Packard Company was so marked that he was appointed manager of the New York Motor Truck department, and it was but lately that he was given entire charge of sales in the New York branch. When it became neces-

This Hudson Has Style and Power



The Hudson Motor Car Co. of New York is showing this closed model in its showroom in the Circle Building at Columbus Circle.

sary to name Mr. Jackson's successor Mr. Hare was the logical choice. He is thoroughly qualified to uphold the high traditions of Packard sales and service in the metropolitan district.

Chalmers Mascot

There is a Chalmers mascot in town. She came on Saturday to the home of Mr. and Mrs. C. T. Silver.

This bonneting baby girl has not been named yet, but it is understood that she looks interested and smiles when anybody says "Quality First."

Although she knows nothing about automobiles, little "Miss Quality First" has a lifelong contract with the Silver organization.

1917 VELIE MODELS ARE QUALITY CARS

Variety of Models Gives One
Wide Range of Choice and
Splendid Efficiency.

With the announcement of the 1917 Velie "Biltwell" line many interesting specifications are revealed. The cars are handled here by the Garland Automobile Company at 1888 Broadway.

In size the Model 28 remains the same—with a wheel base of 116 inches, standard tread exclusively, and 32x4 inch straight side tires all around—non-skid on rear. Endless demountable rims with detachable side rings offer a double method of tire change.

A special Velie-Continental motor is used—34x44½ in. dimensions, developing in excess of 40 h. p. A removable cylinder head allows easy inspection of combustion chambers, valves and working parts, while the pistons may be removed entirely through the lower half of the crank case if desired. This motor, originally designed by Velie engineers, has given perfect service in the hands of thousands of users. In the light of increased fuel cost certain changes have been made in carburetion, compression and balance, which have greatly increased the fuel efficiency and economy of the new car and decidedly increased its power.

In unit with the motor and on the same three point suspension are coupled the well known Velie dry disk clutch and three speed transmission. The clutch is entirely enclosed in the engine flywheel—dirt and dust proof—having a single adjustment, which is instantly accessible.

The three speed transmission forms a part of the same unit and is operated by a simple rocking lever. Wide nickel steel gears and unusual bearings insure long life. The drive to the rear axle is through two Spicer universal joints and a tubular shaft.

The Timken axles both front and rear with Timken bearings all around

short circuits. A locking switch thwarts the car thief, and even to the fuse box and portable night lamp the comfort and pleasure of the driver are apparent.

No attempt has been made to follow what might be considered the conventional body used by many builders; on the contrary, a body of unusual style and pleasing appearance is offered, built and finished in the superior manner to which one is accustomed in Velie products. Velie bodies are built over a most substantial oak frame; the metal panels are exceptionally thick.

The new 1917 Model 28 body is longer, wider and as a consequence roomier than its predecessor. The doors allow "unhindered" entrance and exit. The pleasing overhang of the body rounds gracefully into the curve of the body sides. Flush upholstery further accents the unbroken lines of the new Velie design. The long sweep of the body front, curve of the hood and radiator blend together at the cowl in perfect form, all topped by the double ventilating wind shield, slightly inclined to give an additional entirely Velie.

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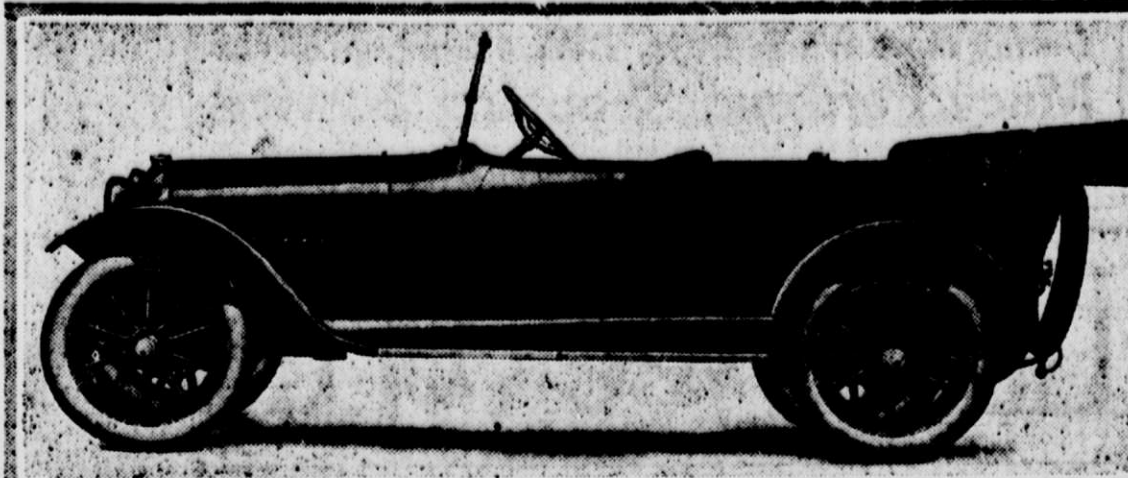
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To complete the Velie "Biltwell" line and provide a model for unusual requirements a larger and more powerful seven passenger car is offered in the Model 27—the direct successor of the well known Model 15.

The following features give some idea of the great value found in this new model: 124 inch wheel base, 35x4½ tires; Velie-Continental motor, 34x44½ inches, easily 45 horse power; Timken axles and bearings throughout; Honey push button starter, disk clutch and four speed transmission. The Model 27 is one of the most serviceable and complete cars built. The price, \$1,550, also marks a new low cost standard for a car of such quality.

THE NEW "BILTWELL" VELIE SIX FOR 7 PASSENGERS.



This car, which may be seen at the Garland Automobile Company's showrooms at 1888 Broadway, has a 45 horse-power motor and wheel base of 124 inches and sells for \$1,550.

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